LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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You'll have a crush on our new box.

It'll be love at first puff. Enriched Flavor™ gives Merit Ultra Lights satisfying taste you'd never expect in a cigarette with so very little tar. And our new crush-proof box makes it a little easier to hold onto even when times get tough—like when it's crammed into the bottom of a purse. Or stuffed into a pocket. Give it a whirl. It could be the start of a lasting relationship.

Enriched Flavor,™ ultra low tar. A solution with Merit.

New Merit Ultra Lights Box.

Kings: 5 mg "tar," 0.5 mg nicotine—100's: 6 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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